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## **COMMERCIAL ELEMENT**

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Commercial activity in Mission Beach is dispersed throughout the Community in a number of small districts. Only one is of any substantial size. All of these commercially zoned areas have less than half of their land in commercial use. Commercial activity in Mission Beach is limited mostly to small retail establishments, some personal services, and a few small motels. Some convenience facilities, such as a supermarket and bank, do not exist in the Community. The commercial areas are characterized by a lack of building maintenance, landscaping and parking. In spite of the location adjacent to the ocean and the bay, commercial recreation activity is limited.

### **GOALS**

- The accommodation of commercial retail and office facilities to serve the entire community, as well as provide an employment base for residents of the community.
- The accommodation of commercial facilities necessary to serve the needs of tourists attracted to the community by the beaches.
- The replacement of CN and CS zoning in Mission Beach with development regulations tailored to the community.
- The upgrading of those existing commercial facilities characterized by physical deterioration and lack of maintenance.

### **EXISTING LAND USE**

Each of the seven commercial districts contains not more than one acre in purely commercial uses. Spaced about equally throughout Mission Beach, each of these districts has frontage on Mission Boulevard. The only large commercial district is about nine acres in size, although only two acres are actually used commercially. The accompanying table shows the breakdown of land use by district. As can be seen by the table, only four acres of land are actually used for commercial purposes in Mission Beach. Commercial uses can be divided into four major categories; retail, personal services, offices and tourist. Most uses fall in the category of retail. These include a host of small businesses generally in the nature of food stores, general merchandise stores and eating and drinking establishments. Personal service establishments include barber and beauty shops and laundries. Virtually all of the office space is used for real estate agencies. Tourist related activity includes about 200 motel units in small establishments. A number of commercial uses are noticeable by their absence. Automobile-related uses, including service stations, are minimal. Medical and dental facilities, with the exception of a community clinic, are nonexistent. Apparel stores and other stores dealing in special retail merchandise (such as furniture or shoes) are very limited. Consequently, the residents of Mission Beach are dependent upon surrounding communities, especially Pacific Beach, for goods and services necessary to their everyday lives.

## LAND USE IN COMMERCIAL DISTRICTS

<b>District</b>	<b>Residential</b>	<b>Commercial</b>	<b>Mixed</b>	<b>Parking</b>	<b>Vacant</b>	<b>Total</b>
Pacific Beach Drive	.3	1.0	-	.2	.2	<b>1.7</b>
Santa Clara	5.6	1.6	.5	.2	1.0	<b>8.9</b>
Lido Court	.2	.1	.1	-	.2	<b>.6</b>
Ventura	.1	1.0	.3	-	.1	<b>1.5</b>
San Fernando	.7	-	.1	-	.3	<b>1.1</b>
San Gabriel	-	.3	.2	-	-	<b>.5</b>
San Diego Place	.8	-	-	-	.3	<b>1.1</b>
<b>Total Acreage</b>	<b>7.7</b>	<b>4.0</b>	<b>1.2</b>	<b>.4</b>	<b>2.1</b>	<b>15.4</b>
Mission Beach Park						<b>17.2</b>
<b>Grand Total</b>						<b>32.6 Acres</b>

Commercial districts are deficient in terms of physical and environmental considerations. Many buildings suffer from a lack of maintenance. Landscaping of commercial facilities is almost non-existent. A lack of sign control to date has added to the adverse appearance of these areas. The addition of sign control to the commercial zone throughout Mission Beach, however, was a step toward improving the appearance of the community.

### EXISTING ZONING

Except for a few parcels of CN (neighborhood commercial) zoned land, almost all commercial zoning is CS. The C zone is the most liberal of all commercial zones, allowing a full range of commercial activity. The S designation indicates sign control, including the prohibition of billboards. The sign control portion of the zone became effective in January of 1973. All signs must be in conformance to the criteria of the zone by January of 1976. The CS zone contains very few development regulations pertaining to commercial uses themselves, including the lack of any parking requirement. There is a floor area ratio governing commercial structures of 2.0 that limits them to two square feet of floor area to each square foot of lot area. Residential uses in the CS zone are subject to a density limitation of 29 dwelling units per acre, as well as all accompanying yard and parking regulations for the R-2A zone. Mission Beach contains 33 acres of commercially zoned land. Seventeen acres of this land is encompassed by Mission Beach Park with the 16 remaining acres scattered through the community in seven different districts. Six of these seven districts are less than two acres in size and contain only a few businesses.

### COMMERCIAL PROPOSALS

There are three considerations to be made concerning future commercial land use. The first is the determination of the type of land use that is acceptable. The second is the determination of how the uses should be distributed throughout the community. The third is the development of regulations necessary to govern future commercial development. Each of these aspects will be discussed separately.

## Development Potential

The two distinguishable types of commercial activity in Mission Beach are neighborhood commercial and commercial recreation. There is a need to improve existing neighborhood commercial development and to allow for some expansion, especially in terms of convenience facilities. Commercial recreation activity should serve visitors to the community but not generate them. Any expansion of these types of uses should be limited in both scope and location.

Neighborhood Commercial - The only commercial district over two acres in size is the Santa Clara district. It encompasses almost nine acres.

Having by far the largest concentration of commercial facilities and a central location, it should serve as the one major neighborhood district for Mission Beach. Physical design criteria should be developed that encourage an orderly arrangement of commercial uses in each district, especially the Santa Clara district. Building design criteria should also be developed for use as a guideline in the creation or rehabilitation of any commercial use.

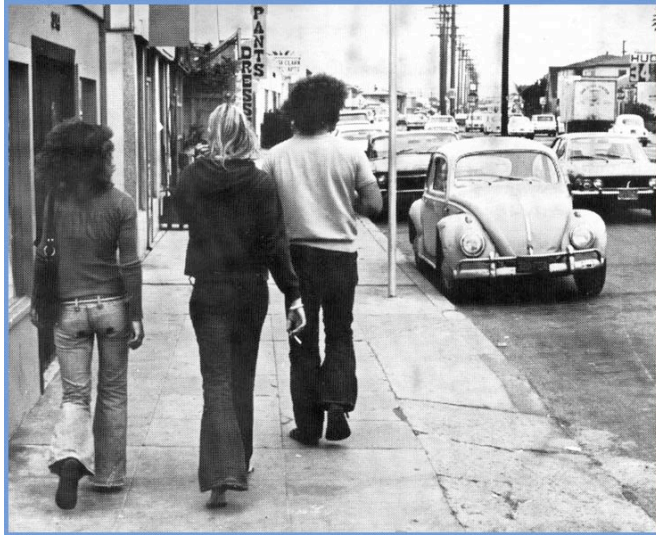
Each existing commercial district in the community, excepting San Diego Place, is presently developed with some form of commercial activity. Each of these districts either serves or has the potential to serve the surrounding population to some degree. Each of these districts, therefore, should continue to develop in the future with some neighborhood commercial activity. General Plan standards suggest that a community have eight-tenths of an acre of neighborhood commercial for each 1,000 population. The eventual population of Mission Beach is projected to be about 8,000. This reflects a need for at least six acres of land in that use, although more should be allocated in order to provide enough land for each of these centers to develop. In order to allow flexibility, precise acreage figures are not indicated for each district.

Another reason for permitting more than six acres of neighborhood commercial is to encourage the development of mixed uses in these areas. This situation exists at present and should continue. Districts should be developed with a mixture of retail commercial, personal service, office and residential uses. Where mixed uses occur in the same structure, non-residential uses should occur on the ground floors with residential uses limited to the upper floors. Where the mixing occurs, the possibility of small business owners living and working in the same building exists. These mixed districts provide a maximum opportunity for small commercial establishments to develop as part of another structure.



**This scenic drive is typical of much of the present commercial development.**

Neighborhood commercial districts should accommodate a full range of uses necessary to meet the everyday needs of residents. The actual types of uses and scale will be a product of the demand and the feasibility of the use developing. Limitations should be placed on the physical characteristics of the structures and the amount of activity that they generate. This will be discussed further under development regulations. The opportunity should exist for the development of some small-scale convenience facilities, especially where they are presently lacking. Small specialty shops relying heavily on visitor trade may want to locate in a commercial-recreational area.



**Asphalt and concrete is attractive to cars but not to people.**

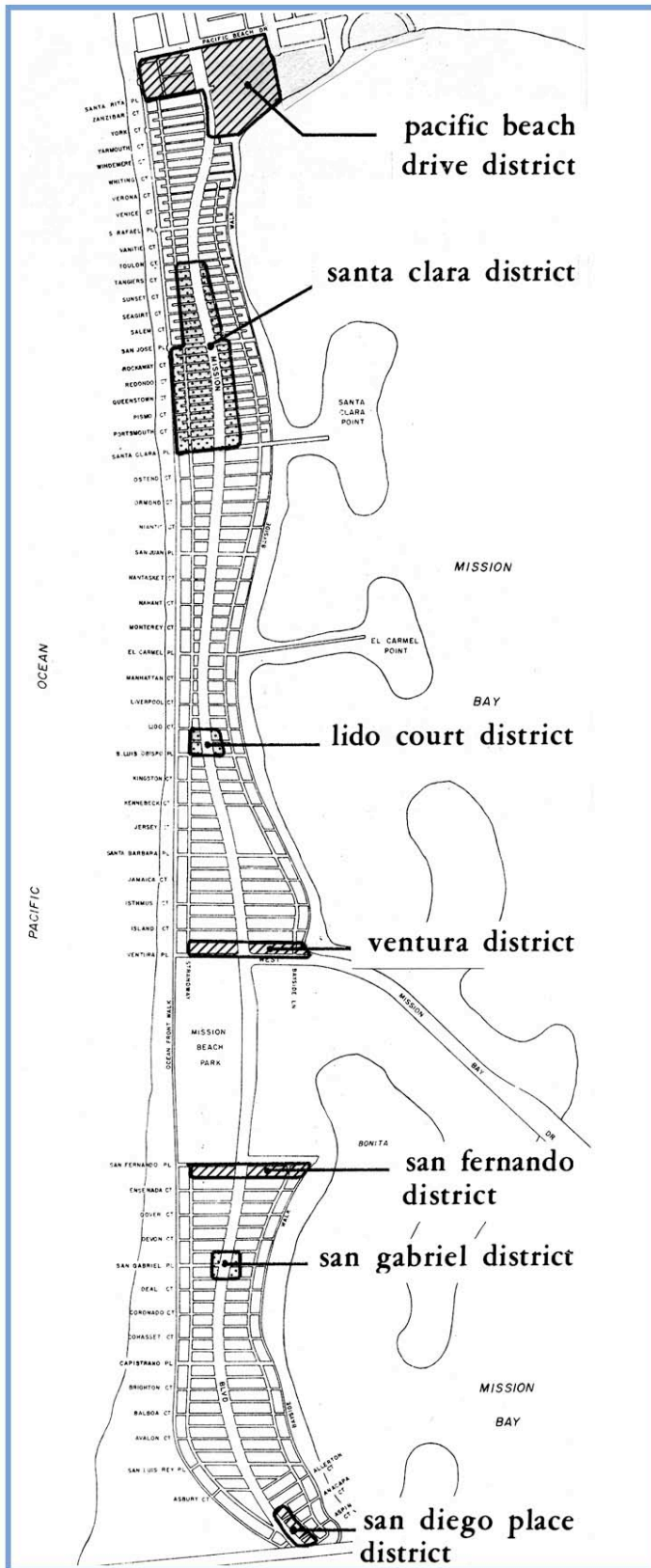
Commercial Recreation - This activity, at present, is limited to a few restaurants and motel facilities in spite of the fact that a large number of people from outside the community come to visit, especially to use the beach. Most people who stay are housed in fully equipped summer rental units. These people, as well as the daily visitors, generate some demand for commercial recreation facilities. There is a potential for the development of extensive commercial-recreation facilities because of the unique geographical situation of Mission Beach, adjacent to the ocean and Mission Bay Park. Intense development of commercial recreation

could result in a substantial change in the character of the community from residential to recreational. This would be undesirable in light of an overriding community goal for Mission Beach to maintain its existing character.



While a change in the character of the community is neither proposed nor anticipated, consideration should be given to providing some commercial recreation facilities, specifically restaurants, specialty shops and hotel and motel units. Any concentration of these types of facilities should be adjacent to entrances to the community. This is necessary because of existing vehicular congestion on the streets and alleys. Development of any commercial recreation activity should be compatible with the development of the rest of Mission Beach. Permitted uses in commercial recreation districts should also include the range of residential and commercial uses proposed for the neighborhood commercial districts.

### **Distribution of Land Uses**

At present, there are seven commercial districts in Mission Beach. Although Mission Beach Park is zoned commercial, it is being excluded from this discussion and will be treated separately in the **Community Facilities Element**. The following analysis generally describes each district, and its potential.



## legend

-  neighborhood commercial
-  commercial recreation

## Commercial Proposals

### Mission Beach Precise Plan



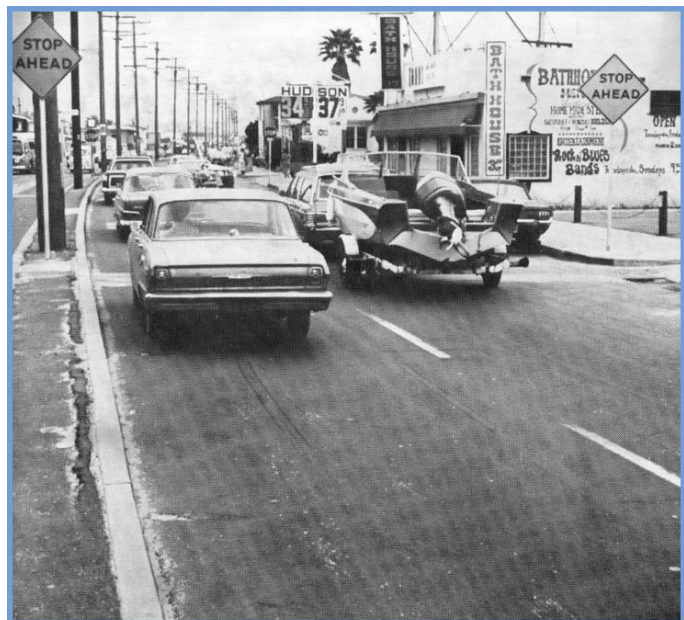
1. Pacific Beach Drive District - This district, immediately south of Pacific Beach Drive, includes about two acres of land, excluding the Catamaran Hotel. Most of the land is being used for commercial purposes. This land has a stronger relationship with commercial development to the north than to Mission Beach. The area to the north is visitor-oriented and has potential for further development as a tourist area. The Pacific Beach Drive district should relate to the ocean and to development to the north, as well as provide an entrance to the Mission Beach community.
2. Santa Clara District - This area, north of Santa Clara Place and along Mission Boulevard, encompasses about nine acres of land, most of which is used as residential. Less than two acres is being used as commercial at present. Although this is the largest district in Mission Beach, it is not providing a full range of convenience facilities. The district is characterized by small retail services, a large number of eating and drinking places and a few professional services. There is an extreme lack of off-street parking. Most buildings are in need of physical improvements. In the future, this area should serve as a major neighborhood commercial center characterized by a mixture of land uses.
3. Lido Court District - This extremely small district, adjacent to Lido Court, contains a total of about one half acre of land, less than half of which is being used commercially. It provides minor commercial service to the adjoining residential uses. The commercial facilities are of a retail and personal service nature. This area has practically no parking. In the future it should function as a small convenience center for the residents in the immediate area.
4. Ventura District - This district includes land on the north side of Ventura Place and West Mission Bay Drive. It contains one and one-half acres of commercially zoned land, most of which is being used for commercial purposes. It is characterized by retail services, some of which are oriented toward visitors to the beach. Like the other areas it is lacking in terms of physical improvements and in need of maintenance and reconstruction of some buildings. In the future, this district should be oriented toward commercial recreation activity because of its proximity to the concentration of visitor activity. Physical upgrading is of extreme importance here as this district is a highly visible entrance to Mission Beach.
5. San Fernando District - This district includes the strip of land on the south side of San Fernando Place. Just over one acre in size, this district contains several office type uses, but practically no commercial development. Because this strip borders Mission Beach Park, and because it is adjacent to the center of visitor activity, it is appropriate for limited commercial recreation activity. Because the area is so visible, the physical appearance is critical.
6. San Gabriel District - This district, adjacent to San Gabriel Place, is extremely small, encompassing only one-half acre of land. Commercial uses account for about half of this. Like the Lido Court district, this area is characterized by limited parking and extremely old buildings containing small retail services, mostly eating and drinking establishments. In the future it should serve as a small convenience center, providing for the immediate needs of people in the area.

7. San Diego Place District - This district is located at the southern tip of Mission Beach. It is one acre in size and does not presently accommodate any commercial uses. The boundary of this district is very irregular. Because of the development of recreational areas in South Mission Beach in close proximity to this area, this district could be developed with a mixture of uses including convenience establishments to serve the needs of visitors to the recreation area.

## **Development Regulations**

In order to regulate future commercial development in Mission Beach, existing commercial zoning should be superseded with a planned district. Existing zoning does not allow the flexibility that is possible with special regulations. The criteria detailed herein provide the framework for development of the proposed planned district regulations. .

Location - Neighborhood commercial development should be permitted in each of the seven commercial districts in Mission Beach. The Santa Clara, Lido and San Gabriel districts should be restricted to neighborhood commercial and residential uses only, with Santa Clara developed as the major neighborhood center. Commercial recreation activity should be limited to the Pacific Beach Drive, Ventura, San Fernando and San Diego Place districts. The first three are adjacent to entrances to Mission Beach. The latter is adjacent to a considerable amount of improved recreational space at the southern tip of the community. Because of its limited size and because congestion is less of a problem in south Mission Beach, this is considered to be an acceptable location for a limited amount of commercial recreation use.



**Poles and signs and cars and boats  
tend to hide any commercial activity.**

Building Bulk - Because the commercial districts are proposed to contain residential as well as commercial uses and because of the critical need for open space in Mission Beach, setback and lot coverage requirements in all commercial districts should be basically the same as those proposed for residential districts. The major factors include 15-foot setbacks on Courts south of Santa Clara Place and ten feet on Courts to the north, at least three-foot setbacks for interior side yards with an additional two feet for every story over two, and a maximum of 60 percent lot coverage for corner lots and 50 percent for interior lots. Somewhat higher coverage is acceptable for property used solely for commercial purposes that is not adjacent to residential development.

Floor Area Ratio - The maximum floor area ratio for commercial uses should be about 2.0. Variations from the actual FAR should be granted bonuses for extraordinary development. Exact criteria should be established that permits a higher floor area ratio for increases in open space, landscaping and the provision of off-street parking associated with commercial uses. The floor area ratio criteria for residential or any other non-commercial land uses should be the same as those proposed for residential districts. Where mixed uses are involved, the maximum amount of floor area permitted for residential for the given lot size should dictate the maximum amount of residential floor area permitted. The difference in floor area between the residential maximum and the commercial maximum should then dictate how much floor area remains for commercial use.

Consolidation - The same criteria developed for residential district consolidation should apply to commercial districts. Generally speaking, some east-west alley closing should be permitted. The closing of north-south streets, or the Courts, should not be permitted. Some realignment of Courts should be permitted if the guidelines established for residential consolidation are followed.

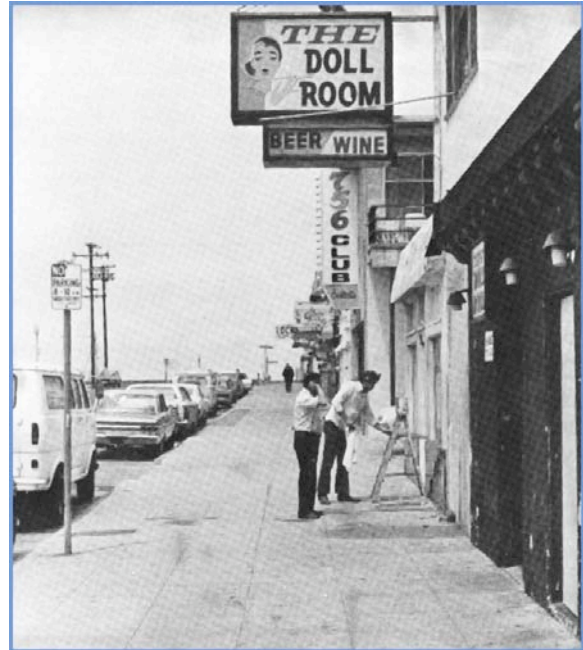
Height - As with residential districts, a basic height limitation of 35 feet should be established for all-commercial areas. This limit is in keeping with the limitation established for the remainder of Mission Beach. Specific criteria, developed for residential districts, should be applied to both neighborhood commercial and commercial recreation districts.

Parking - Because of the extremely small lot sizes in Mission Beach, the high price of land and the need to encourage neighborhood commercial facilities, there should be no off-street parking requirement for neighborhood commercial development. Because commercial parking is needed, however, the provision of off-street parking should be rewarded with a bonus in floor area ratio. Specific attempts should be made to encourage the provision of at least two or three spaces in conjunction with each new development for use as loading and short-term customer parking.

In order to minimize the impact of commercial recreation development on the community, off-street parking should be required for any new hotel and motel facilities. These facilities cater strictly to visitors, providing no necessary service to residents. One parking space should be provided for each guest room in these facilities.

Residential uses developed in commercial districts should meet the same parking requirements as specified for residential districts. Bonuses in FAR should be provided in these districts for the provision of extra parking as suggested for residential districts.

Landscaping - A minimum of ten percent of the total lot area for commercially used property should be required for landscaping. For residential uses, landscaping requirements as detailed for residential districts should apply. Commercial districts in Mission Beach at present suffer from a severe lack of desirable amenities. Existing development, as well as new development, should be encouraged to upgrade through the provision of landscaping where possible, as well as through increased building maintenance and early compliance to the new sign control provisions. Adequate requirements should exist for the storage and screening of all trash and garbage created by commercial uses.



Landscaping could go a long way to change this "ocean vista."

### **SUMMARY RECOMMENDATIONS**

- That a Planned District be developed to replace all commercial zoning in Mission Beach.
- That existing commercial districts be maintained and that no new ones be created.
- That the Santa Clara district be developed as the major neighborhood commercial center in Mission Beach.
- That neighborhood commercial uses be permitted in all commercial districts.
- That commercial recreation uses be limited to the Pacific Beach Drive, Ventura, San Fernando and San Diego Place Districts.
- That requirements regulating building bulk be developed for all new non-residential uses in commercial districts.
- That a floor area ratio of about 2.0 be developed for all commercial type uses, with bonuses provided for extraordinary development.
- That minor lot consolidation be accepted with the limit being the area bounded by two adjacent Courts and by Mission Boulevard and a north-south street.
- That a basic height limit of 35 feet with a three-story limitation be established for uses in commercial districts.
- That a minimum amount of parking be encouraged for all commercial type uses.
- That a minimum of ten percent of the lot area of all commercial uses be landscaped.
- That businesses be encouraged to conform to the new sign control ordinance as soon as possible.